## Abstract of the Disclosure

An image compression apparatus includes an input section, a compression process section, a compression characteristics storing section, and an output section and performs a compression process on image data inputted through the input section to output compressed image data. Compression characteristics data indicating a relationship between a bit rate which is the ratio between the data volume and the number of pixels of image data and a compression parameter are stored in the compression characteristics storing section. The compression process section acquires an initial compression parameter based on compression characteristics data of an average image and a target bit rate and performs an initial compression process. When there is great difference between a bit rate resulting from the compression process and the target bit rate, a corrective compression parameter is acquired to perform a compression process.